



Advanced Communications Educates Region's Small to Mid-sized Businesses On the Benefits of Utilizing Voice over Wireless LAN

*New Technology Gaining in Popularity
Because of its Unique Ability to
Drive Profitability & Productivity*

MORRISTOWN, TN — July 28, 2009 — Advanced Communications, an industry leader in unified communications, announced today that the company is educating the region's small to mid sized businesses on the valuable benefits associated with Voice over Wireless LAN technology (VoWLAN). Advanced Communications expects the demand for VoWLAN to increase by year's end because of its unique ability to support various advanced business applications that drive profitability and employee productivity.

A wireless local area network is a local area network (LAN) that does not rely on wired Ethernet connections and can be either an extension to a current wired network or an alternative to it. Use of a WLAN adds flexibility and functionality to networking and enables users to move around while staying connected. Voice over IP (VoIP) technology, also known as the convergence of voice and data networks and has become the communications technology of choice for the majority of businesses, is now successfully supported by WLAN. Voice over Wireless LAN (VoWLAN) is a process of sending voice information in digital form over a wireless broadband network. Simply put, VoWLAN is VoIP delivered through wireless technology. The technology is often referred to "VoWi-Fi" or "Wi-Fi VoIP" because it uses the IEEE 802.11 set of specifications for transporting data over wireless local area networks and the Internet. The VoWLAN system includes all of the regular functions and messaging applications available on wired phones on the VoWLAN devices. Similar to

VoIP, VoWLAN also contributes to cost efficiency because calls are routed over the data network internally or over the Internet externally. As a result, mobile telephony costs can be eliminated or decreased significantly.

Employees have the ability to use VoWLAN phones to communicate by voice wirelessly with others inside and outside a facility. The experience is very similar to using a traditional wired telephone, except the user is free to move about the building. Additionally, a VoWLAN phone can operate from the rapidly growing Wi-Fi hotspots, enabling a person to use the same cellular phone while within or away from the office. Some mobile phones incorporate VoWLAN capability, which enables users to make calls over traditional cellular networks when no wireless local-area network is available. This gives employees tremendous freedom to conduct business from any location thereby increasing their own productivity while driving costs down.

The VoWLAN market will initially be driven by specific company needs, such as retail/warehouse sales tracking and inventory control, mobile telephony in medical facilities or campuses, and mobile security applications. For example, nurses and doctors within a facility can maintain voice communications at any time at less cost compared to cellular service.

"It is our mission to continually inform our customers of new technologies that may have a significant impact on the way they do business," said Terry Fishburn, President of Advanced Communications. "VoWLAN is just one example of technology that is on the horizon that will affect the way we communicate. Still in its infancy, it's critical that not only are companies made aware of it, but more importantly

how to properly deploy it. Without the latter it makes reaping its benefits challenging. As new technologies come into play we will bring it to our customer's attention because that is our role as their trusted communications advisor."

ABOUT ADVANCED COMMUNICATIONS

Advanced Communications, Inc. is a full-service, telecommunications company serving customers throughout East Tennessee. Since 1985, Advanced Communications has experienced strong, continual growth as the company evolved into the region's telecom leader. The company is dedicated to providing businesses of all sizes with innovative technology solutions that increase profitability, enhance employee productivity, and give them a competitive advantage in their marketplace.

Advanced Communications offers an array of voice and data solutions from industry leading manufacturers including Toshiba, ShoreTel, and ESI. Additionally, Advanced Communications provides businesses with a variety of comprehensive Partner Protection Plans designed to ensure quality system performance and exceptional technical support delivered by factory certified and highly skilled technicians. Advanced Communications also provides connectivity services as an Authorized AT&T Solutions Provider. For over twenty years, Advanced Communications has offered services 24 hours a day, 7 days a week with emergency service guaranteed within 2 hours. For more information about Advanced Communications call (423) 586-8624 or visit www.aci-tn.com.